IVY NET

MEDIASTAT

Metro Building · 8120 Fenton Street · Silver Spring, Maryland 20910 · Telephone 301—585-5105

April 28, 1971

Mr. Charlie Smith
Sales Director
Radio Station WDCR
Box 957
Hanover, New Hampshire 03755

Dear Charlie:

Just to confirm our conversation concerning a "network only"report for the Ivy Network, MEDIASTAT would be able to provide this type of study.

We would propose to conduct 800 telephone recall interviews, with 50 interviews for each of the 16 campuses. With the total composite sample, we would provide you with a report projecting total network Day Cume, Day Share, Night Cume, Night Share, total Weekly Cume and Weekly reach for men and women. All other stations would be listed as "Other" - and we would project Day Share and Night Share information for these outside stations. (We cannot project cume figures as "Student A" may listen to 3 outside stations - and our cumes are unduplicated.)

I was delighted to hear that you would want Fall field work, as the set up time would be about four weeks which at this time would put most students on summer vacation and some of the stations off the air.

The cost for this report is $1,460.00. These rates will be held until September 1, 1971, at which time they will be subject to change. We would require a 50% deposit, with the remaining 50% due before the reports are mailed.

Each campus would be required to furnish a student directory at least four weeks before field work could begin. We would, unless otherwise directed, sample both graduates and undergraduates, living on and off campus.

Please feel free to contact me if you need more information. Thank you for your interest.

Cordially,

Pam

(Mrs.) Pam Robertson
Sales Representative

PR:mr